



OUTREACH WORKING GROUP
Chair: Jenifer Wisniewski

Thursday, September 10, 2020
9:00am-11:00am CST

Agenda

Call to Order/Review Agenda

Introductions

Grant Proposals –

- Enhancing Diversity in Wildlife Viewing Messaging proposal
- Email Marketing Best Practices grant – Southwick/ACI – Great new opportunity for states to test email strategies!

Making it Last Campaign Update

- Phase 2 states are in full swing – LA, SC, VT, MS, CT
- See how others are using the campaign

Missouri School of Journalism Student Ad Campaign – Jason Sumners and Heather Feeler

I Am Fair Chase – Great shareable, timely campaign – Scott Lavin, AZ

Outreach Ideas for working group guidance

Relevancy Roadmap

State Agency Updates

Adjourn